

WACHS
MAN□

CARDANO X WACHSMAN: INNOVATION MEETS INFLUENCE

06 NOVEMBER 2025



OUR STORY



WHO WE ARE

THE FUTURE BELONGS TO THE FEARLESS

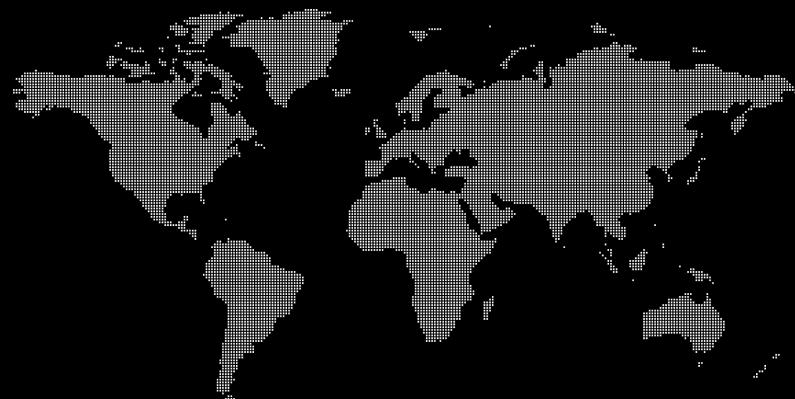
Wachsman is a strategic communications consultancy born out of blockchain. We work with pioneers of emerging industries to shape the way the world sees and understands them.

We partner with Fearless innovators to establish and defend their position, energized by fast-pace, high-pressure environments. We articulate their vision to key audiences and stakeholders, building the critical relationships that catalyze growth. We help leaders of the new economy maneuver their way through complexity and volatility, untangling their toughest problems and seeking out new opportunities.

OUR SPECIALIZATION

- ACCELERATING + DE-RISKING COMPANIES' MOMENTS OF INFLECTION
- ADVISING THE NEXT GENERATION OF INNOVATORS + LEADERS
- DELIVERING COMPLEX + HIGH-STAKES ASSIGNMENTS
- DEVELOPING NARRATIVES + HIGH-IMPACT STORIES

OUR GLOBAL REACH



AWARD-WINNING



Best Agency
in Europe



The America's Fastest
Growing Companies



America's Fastest Growing
Private Companies



Best Agency to
Work For



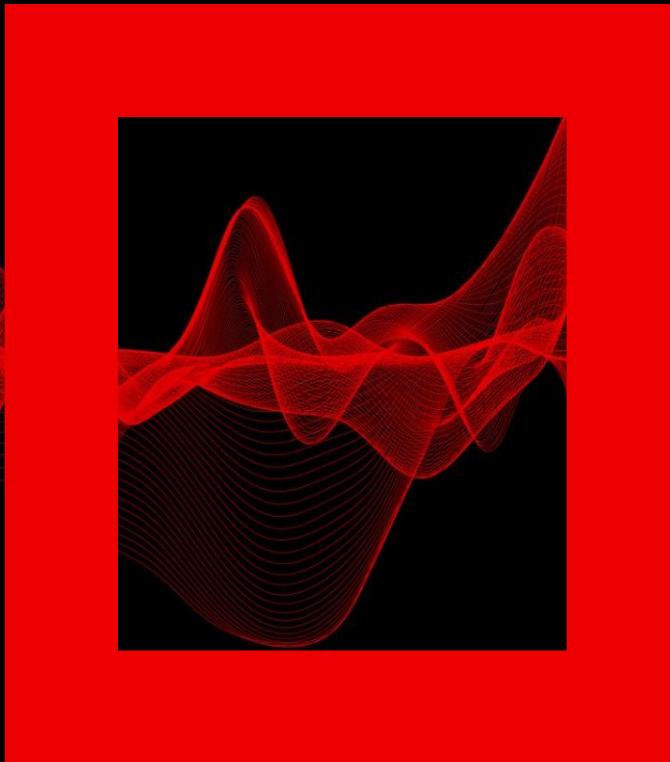
Best Specialist
Consultancy in Asia

OUR STORY

WACHSMAN HAS LONG REPRESENTED TECHNOLOGISTS, ENTREPRENEURS + ENTERPRISE LEADERS



OUR SERVICES



OUR SERVICES

INTEGRATED. PROACTIVE. **ALWAYS ON.**

Wachsman amplifies key business milestones alongside proactive news generation to deliver an always-on storytelling campaign.

Our multi-channel comms creates a consistent platform for Executives to lead key industry conversations.



Strategic Direction



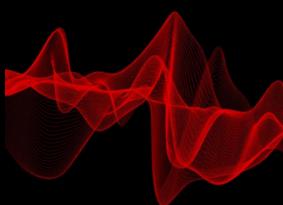
Announcements



News Generation



Leadership Spotlight



Integrated Amplification



Analytics

OUR SERVICES

PUBLIC RELATIONS

Profiling companies and their leaders to establish, advance and protect their reputations and brands

STRATEGY

Developing communications-based strategy for business acceleration and growth

MARKET INTELLIGENCE

Providing industry insights and intelligence for business growth

ISSUES & CRISES

Equip and prepare clients to deal with crises. Provide 24/7 support for organizations during crisis situations

PUBLIC POLICY

Anticipating and responding to policy and regulatory developments

INVESTOR COMMUNICATIONS

Enhancing a company's investable position

CEO ADVISORY

Supporting CEOs in navigating internal and external audiences

GLOBAL BROADCAST

Preparing clients for high-impact broadcast moments - from live interview to keynote stages

OUR SERVICES

STRATEGIC DIRECTION



Every Wachsman campaign is grounded in data-driven planning. Our strategic process maps compelling campaigns aligned to business goals.

STRATEGIC DIRECTION

WHERE ARE WE NOW?

Wachsman delivers data-led **competitive and media landscape analysis** to map out where you stand in the global conversation.

By leveraging AI-powered media intelligence, we uncover key narratives, sentiment trends, and whitespace opportunities – helping you **anticipate risks, track competitor positioning, and sharpen your strategic communications.**

Our approach ensures that your brand isn't just reacting to the discourse, but shaping it with precision and impact.

Impact and Growth Opportunities (11%)



WHERE WE ARE NOW

INDUSTRY INSIGHTS & ANALYTICS

Wachsman leverages an AI-powered linguistic analysis tool to capture the zeitgeist, understand the public consciousness, and measure the mood of the moment.

Our tool analyses media conversations, identifying sentiment and uncovering the discourse and discord that shape today's narratives.

CLUSTERS AND GAPS

These represent the interrelatedness of media conversations, highlighting the presence or absence of coherent narratives and brand positioning.

PROMINENT CLUSTERS

Indicate trending topics, emerging conversations, and dominant themes.

STANDALONE CLUSTERS

Suggest that the topic is discussed in isolation.

OVERLAPPING CLUSTERS

Indicate strong brand narratives with consistent messaging.

WHERE ARE WE NOW?

LANDSCAPE ANALYSIS



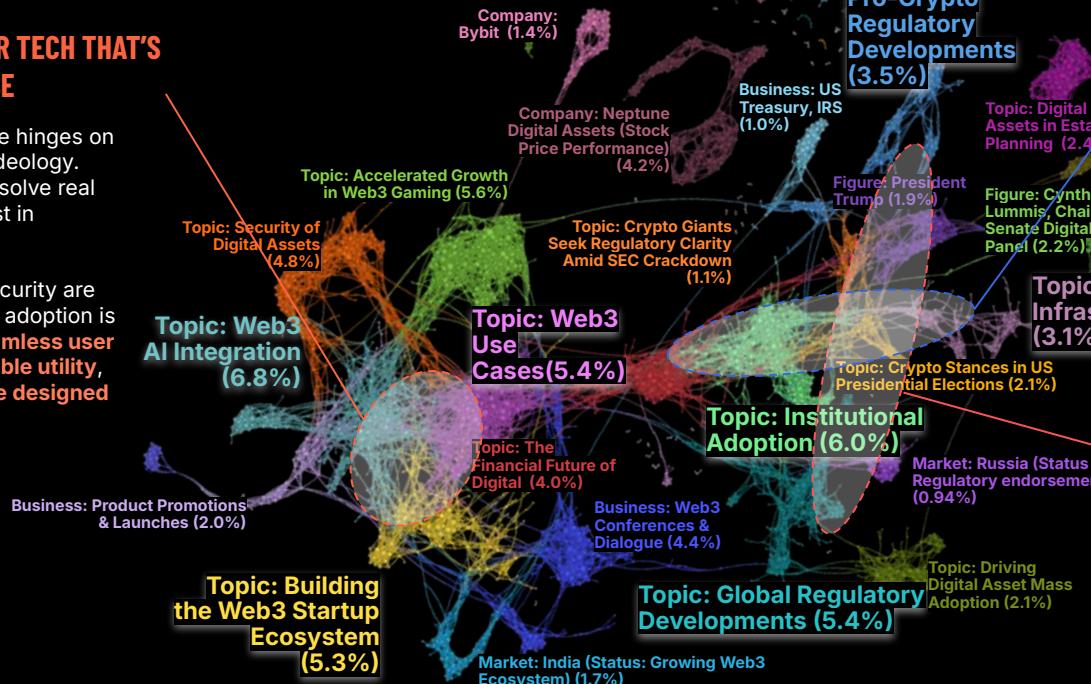
THE DAWN OF WEB3'S GOLDEN ERA

1. THE DRIVE FOR TECH THAT'S FIT FOR PURPOSE

Web3's next phase hinges on **practicality**, not ideology.

Technology must solve real problems, not exist in isolation.

AI, gaming and security are proving that mass adoption is contingent on **seamless user experience**, tangible utility, and infrastructure designed for scale.



2. THE INSTITUTIONAL PARADIGM SHIFT: FROM EXPERIMENT TO FINANCIAL PILLAR

Digital assets are no longer a fringe experiment. Institutions have embedded them into core financial frameworks to **future-proof wealth strategies** and **enhance infrastructural efficiency**. As adoption scales, **tokenisation** is becoming a strategic imperative.

3. REGULATORY DIVERGENCE WILL DEFINE CRYPTO'S NEXT CHAPTER

With the U.S. asserting leadership in crypto regulation, global financial hubs face a strategic crossroads – **align, adapt, or risk stagnation**. The real challenge isn't just regulatory clarity but creating frameworks that **balance innovation, institutional confidence, and long-term market competitiveness**.

THE GLOBAL STATE OF PLAY: REGIONAL THEMES

NORTH AMERICA

Crypto's institutional litmus test

The US's embrace of digital assets is setting the precedent for DeFi's mainstream integration

SOUTH AMERICA

Distrust divides adoption

Instability makes digital assets crucial, but regulatory uncertainty and mistrust hinder adoption

EUROPE

At an innovation crossroads

While newly instated digital asset regulation provides clarity, associated costs and a talent drain impedes industry innovation

AFRICA

A dual-track digital asset revolution

A testing ground for digital asset innovation and a proving ground for real-world utility and access

NORTHEAST ASIA

A measured march to digital assets

From pilots to proposals, a controlled laboratory to explore blockchain functionality with a security-first approach

SOUTH ASIA

Utility over distrust

A fertile ground for blockchain integration but infrastructural and regulatory gaps hinder broader adoption

SOUTHEAST ASIA

Fractured frontier for growth

A dynamic but uneven landscape where crypto fuels financial access but lacks regulatory cohesion

WHERE ARE WE NOW?

COMPETITOR ANALYSIS

THE GLOBAL STATE OF PLAY: DEVELOPER HOTSPOTS

U.S.A

Remains #1 country with 18.7% share
though dominance has lessened over the years (38% in 2015)

Top Ecosystems (in rank order):



Ethereum dominates as the #1 ecosystem in every continent by developer share



Solana emerges as #1 ecosystem for new developers, particularly in the Asia; DEX and NFT as strong suit



Up-and-coming network for new developers; labelled as the new Solana



Cardano sees stronger grassroot adoption in Africa

U.K.

#4 country with 4.2% share

Top Ecosystems (in rank order):



INDIA

#2 country with 11.7% share, biggest new developer hotspot (#12 in 2015)

Top Ecosystems (in rank order):



CHINA

#1 continent with 32.1% share beating North America which dropped to #3

#4 country with 4% share

Top Ecosystems (in rank order):



ETHEREUM'S PLAY FOR INSTITUTIONAL DOMINANCE PAYS OFF

1. ETHEREUM = ETHER: A MARKET EMBEDDED NETWORK

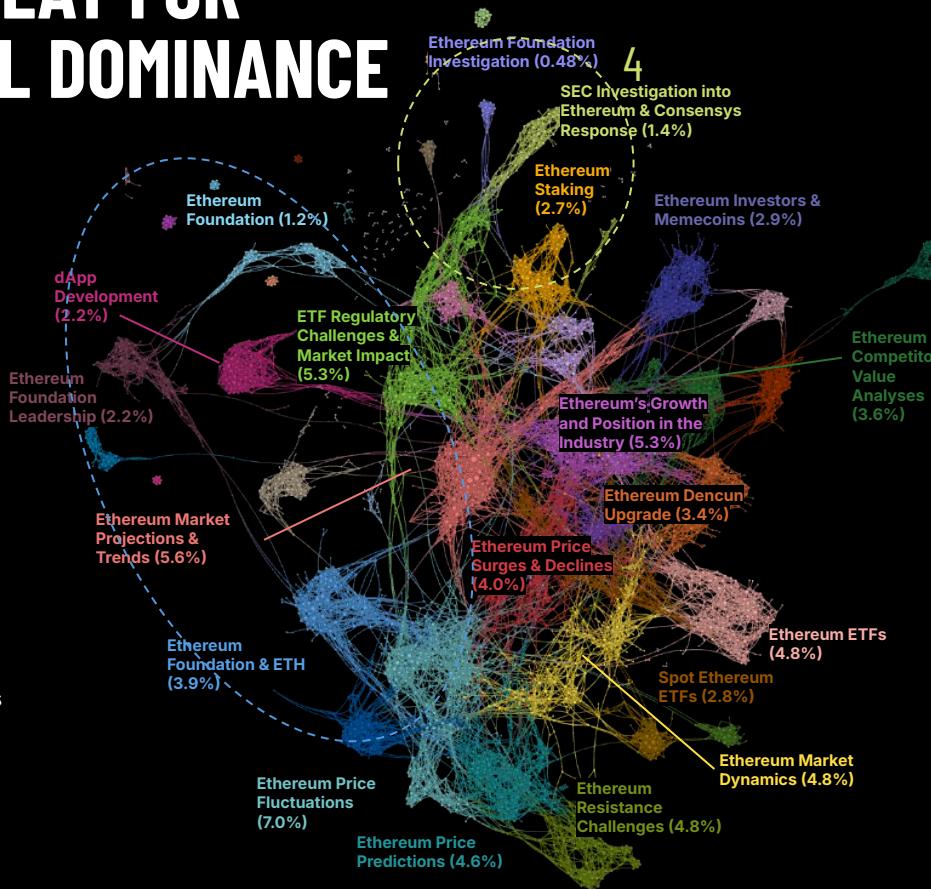
Ethereum is inseparable from its token — price fluctuations and supply dynamics dominate discourse.

Its **dual identity as a blockchain and a financial asset**, cements its role as a cornerstone of the crypto economy.

2. ETHEREUM'S DECISIONS RESHAPE CAPITAL FLOWS

Leadership changes, Foundation-driven token sales, and regulatory developments act as market-moving catalysts.

With ETF speculation and legal scrutiny amplifying price swings, Ethereum wields **both technological and financial power**.



3. THE INSTITUTIONALISATION OF ETHEREUM AS THE "ESTABLISHMENT" BLOCKCHAIN

Ethereum's regulatory battles and quiet corporate adoption signal its **shift from disruptor to incumbent**.

As ETF discussions gain traction and enterprise adoption scales, Ethereum cements itself as the institutional go-to *despite regulatory friction*.

4. LEGITIMACY THROUGH OVERSIGHT

The Ethereum Foundation, ConsenSys, and related entities grapple with heightened regulatory scrutiny, a **hallmark of a network gaining mainstream acceptance**.

This evolving landscape underscores Ethereum's role in shaping policy discourse, proving **regulatory engagement is essential for institutional trust**.

SOLANA'S SPEED ADVANTAGE NOW MEETS INSTITUTIONAL AMBITION

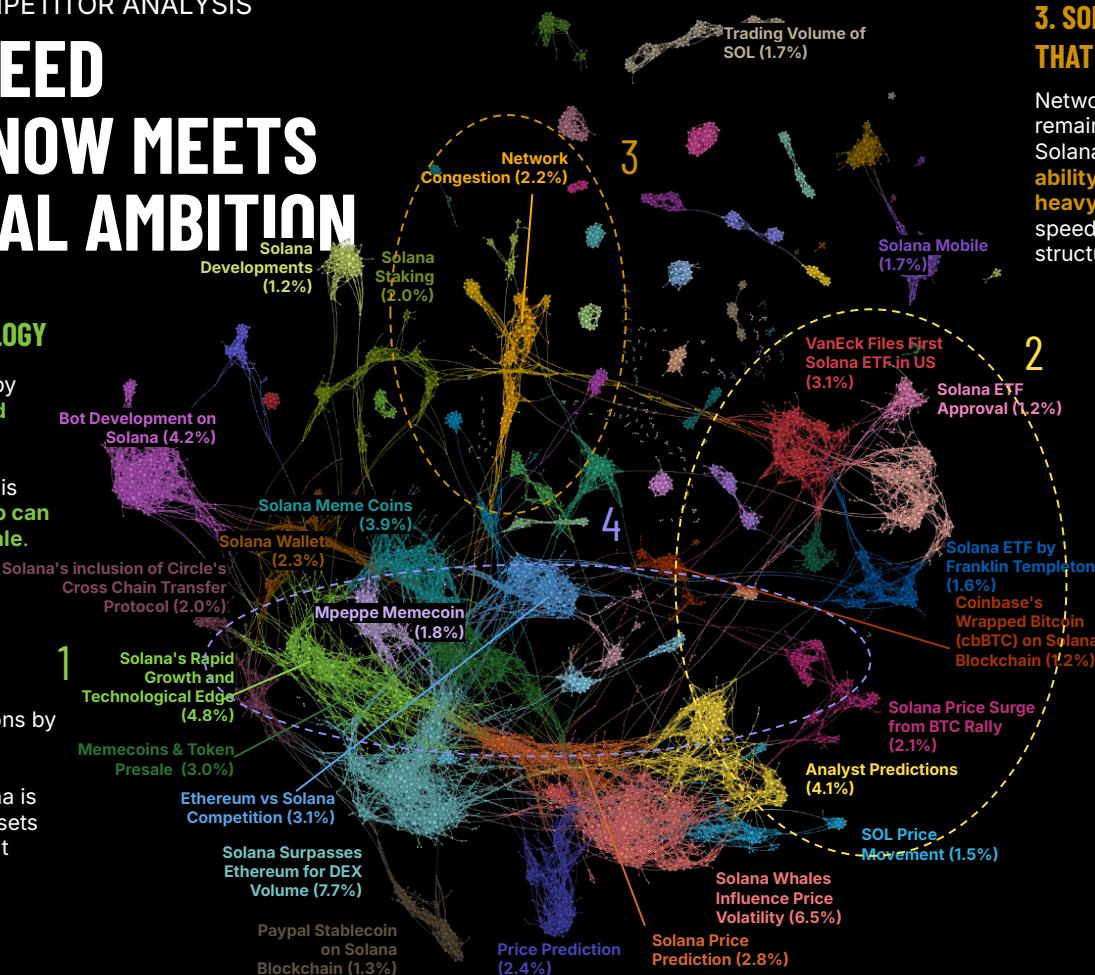
1. SOLANA'S COMPETITIVE EDGE: REAL-WORLD UTILITY OVER IDEOLOGY

Solana is redefining the competition by outpacing Ethereum in key **real-world adoption metrics** like DEX volume, transaction speed, and stablecoin transfers. Its efficiency-driven model is shifting industry priorities toward **who can deliver Web3's mass adoption at scale**.

2. A SERIOUS CONTENDER FOR INSTITUTIONAL ADOPTION

Once retail-driven, Solana is earning institutional credibility with integrations by Franklin Templeton and Coinbase.

As regulatory clarity improves, Solana is proving its ability to bridge digital assets with traditional finance, signaling that **institutional validation is no longer exclusive to Ethereum**.



3. SOLANA'S VELOCITY: A STRENGTH THAT COMES WITH GROWING PAINS

Network congestion and scalability remain key operational challenges. As Solana pushes for mass adoption, its **ability to sustain resilience under heavy demand** will define whether its speed advantage is a strength or structural flaw.

4. IS ITS CLOSED ECOSYSTEM A STRENGTH OR LIMITATION?

Solana's success stems from a high-speed, low-cost ecosystem that prioritises its own network over interoperability.

While this has fueled a strong developer base and on-chain activity, it raises a critical question: **Can Solana's growth be sustained without deeper integration into the broader blockchain landscape?**

SUI EMERGES AS BLOCKCHAIN'S NEXT RISING STAR

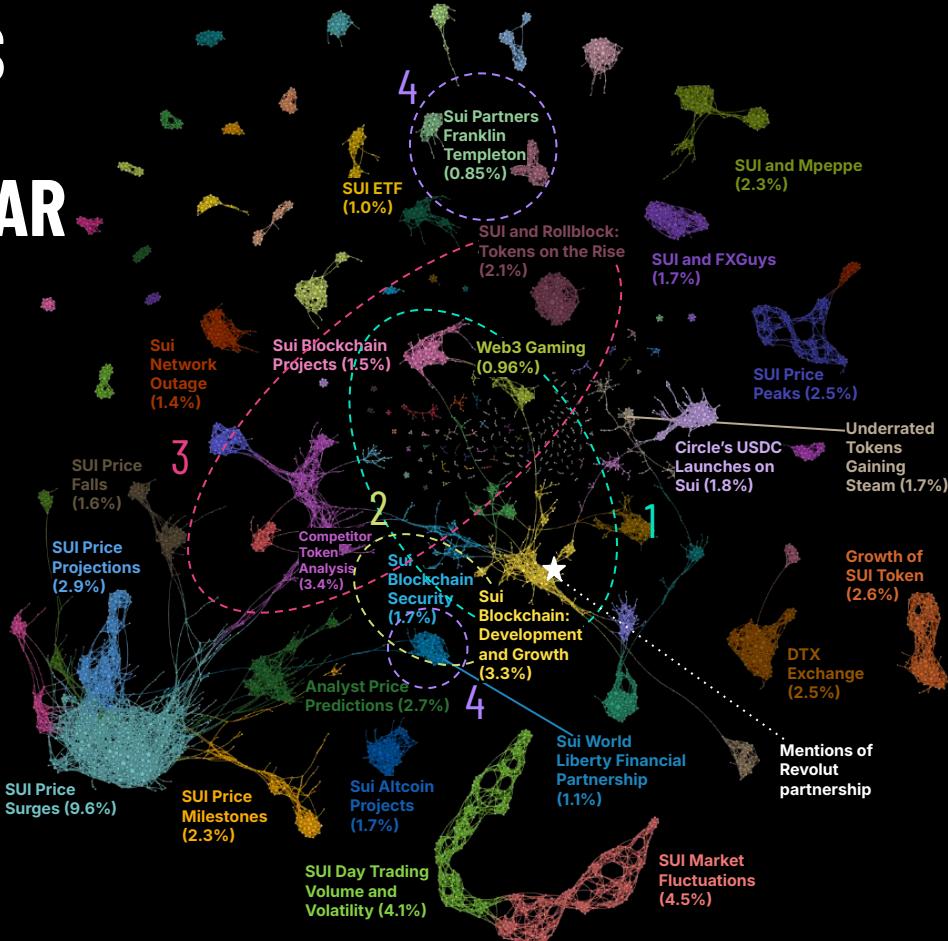
1. NEW KID ON THE BLOCK: SUI'S TECH SETS A NEW STANDARD

Sui is aggressively establishing itself as a high-performance and low latency blockchain with **technology and innovation** driving its ascent.

Its **speed and scalability** have attracted a loyal developer base, establishing Sui as a formidable challenger to established L1s.

2. CREDIBILITY THROUGH SECURITY

Born during a period of critical security failures, Sui's architectural design - centered on **security (1.7%)**, scalability and efficiency - now positions the platform as a **reliable and resilient choice** in an increasingly competitive yet vulnerable digital landscape.



3. GAMING AS A GATEWAY TO MASS ADOPTION

Leveraging gaming (0.96%) as a bridge to mainstream adoption, Sui is **drawing more developers** to craft scalable, responsive, and immersive experiences, rapidly cementing its reputation as a high-performance blockchain ready to redefine Web3 engagement.

4. STRATEGIC PARTNERSHIPS FUEL SUI'S ACCELERATED ASCENT

Sui is making bold moves for market dominance, securing **high-profile partnerships** with fintech giant Revolut, TradFi leader Franklin Templeton, and industry frontrunner World Liberty Financial.

But as the ambitious newcomer, **can Sui's aggressive tactics endure?** Still untested by industry turbulence, will its brand be **resilient enough** to stand alongside established giants?

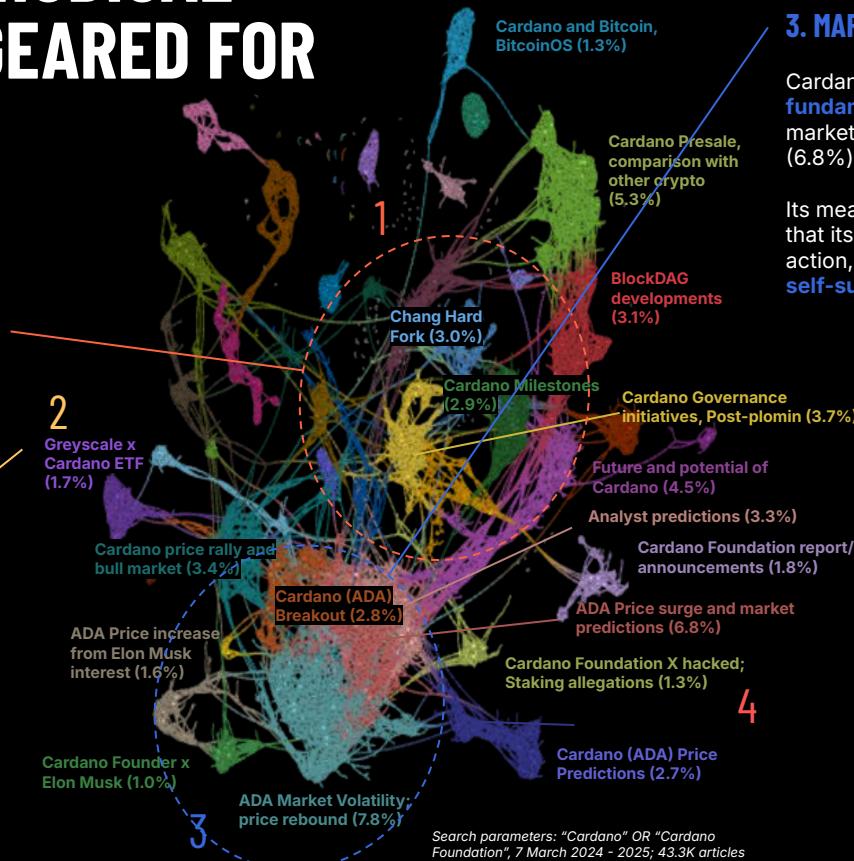
CARDANO'S METHODICAL INNOVATION IS GEARED FOR THE LONG GAME

1. GOVERNANCE IS CARDANO'S STRATEGIC DIFFERENTIATOR

Cardano is reinforcing its identity as a blockchain designed for long-term resilience. Post-Plomin governance initiatives (3.7%) and the Chang Hard Fork (3.0%) signal a move toward a **more formalised on-chain governance framework**. While this could serve as a blueprint for institutional adoption, it may **slow short-term agility**.

2. INSTITUTIONAL RECOGNITION REMAINS A WORK IN PROGRESS

The mention of Grayscale's Cardano ETF (1.7%) signals early institutional interest, but Cardano remains a secondary priority for capital flows. Its "slow but structured" approach must demonstrate that **governance-driven design can deliver real-world financial utility**.



3. MARKET VOLATILITY VS LONG-TERM VISION

Cardano remains a network **caught between long-term fundamentals and short-term speculation**, with ADA market volatility (7.8%) and price surge narratives (6.8%) dominating external perceptions.

Its measured development strategy however suggests that its success will be judged not by short-term price action, but by its **ability to deliver a scalable and self-sustaining blockchain economy**.

4. SECURITY-FIRST APPROACH FACES A SCALABILITY RECKONING

Cardano's reputation for methodical, security-first development is now at odds with the **industry's demand for high-speed execution**. Staking-related security concerns (1.3%) have raised questions about resilience, while BlockDAG discussions (3.1%) highlight an urgent need to scale without compromising its governance-led design.

Cardano must **balance security, scalability, and usability** or risk losing ground to faster, more agile ecosystems (i.e. speed over structure).

360° BLOCKCHAIN ECOSYSTEM AUDIT

Mainstream adoption and developer loyalty are often at odds in L1 communications. This audit dissects how leading chains navigate that tension, revealing where influence is earned, lost or still being built.

NICHE: DEVELOPER APPEAL



ETHEREUM: WHERE TECH SPEAK LOUDER THAN WORDS

A legacy heavyweight that champions technical depth and community-led governance, Ethereum leads without overexerting its brand.



Developer-First: Prioritises developers with deep technical documentation, community grants, and a rich ecosystem of dev-first tooling.



Radical Transparency: Operates on true decentralisation principles – sharing unfiltered updates through open calls, public forums and GitHub discussions.

20



SUI: ENGINEERING TRUST THROUGH DEVELOPER MOMENTUM

Positioning itself as a high-performance L1 with an emphasis on technical excellence and robust tooling – but still needs cultural resonance to scale appeal.



Developer Success: Focused on providing avenues guaranteeing holistic developer support to draw attention to its tech as a defining factor.



Creator Community: Tactics aimed at positioning the platform as the chosen platform for the creator community but still lacks the pull of adoption.

Trade-off: Missing narrative depth beyond performance metrics.



CARDANO: TRUST THROUGH STRUCTURE & SUSTAINABILITY

Research-driven, methodical approach to ecosystem building, prioritising verifiability, formal governance and real-world adoption.



Credibility by Design: Built on peer-reviewed research and formal verification, Cardano wants to be a resilient, secure platform for mission-critical use cases.



Structured Ecosystem Growth: Emphasis on orderly, accountable progress, seen in its focus on on-chain governance, funding mechanisms such as Project Catalyst and initiatives in emerging markets

Trade-off: May appear overly formal or inaccessible to early adopters or broader communities.



SOLANA: PERFORMANCE MEETS POPULAR CULTURE

Combines technical scale with trend-driven virality, cultivating a crypto-native lifestyle brand that moves fast and commands attention.



A Cultural Icon: Memes, merch and mass participation – Solana leverages influencers and grassroots content to power its relevance.



Grassroots Effect: Dialogue-rich forums and authentic developer culture reinforce trust from the bottom-up.

Trade-off: Susceptible to volatility in sentiment and perception if the hype is not backed by consistent delivery.

CARDANO'S CONTRARIAN EDGE

Reframing market perceptions into differentiated strengths

CURRENT MARKET PERCEPTION

Ethereum owns institutional trust due to network reach and effects

Solana wins on speed but compromises decentralisation and security

Polkadot leads in cross-chain functionality and parachain tech

Sui is emerging with sleek UX and developer tooling for creators

Cardano is perceived to be slow-moving, academic or conservative

INSTITUTIONAL PLAY

SPEED & SCALABILITY

INTEROPERABILITY

DEVELOPER ACCESSIBILITY

DEVELOPMENT SPEED

CARDANO'S OPPORTUNITY

The trust-first alternative – purpose-built for institutional-grade use with verifiable governance and on-chain transparency

A champion of measured innovation, combining high throughput with governance-first scalability and uncompromising security

Offering enterprise-ready interoperability, bridging ecosystems while maintaining security, compliance and resilience

A proven and reliable platform with deep tooling, active funding mechanisms, and long-term developer confidence

Precision over haste – Guided by a deliberate, research-backed roadmap that prioritises security, sustainability and real-world utility

While competitors optimise for speed, hype or reach, Cardano's edge lies in building a verifiable interoperable ecosystem – designed for real-world adoption, not just market cycles.

STRATEGIC DIRECTION

WHERE DO WE WANT TO BE?

*Develop a new narrative that clearly defines **where Cardano is now and where it's headed**, providing a North Star for the business globally. This narrative must align with Cardano's strategic goals and resonate with diverse stakeholders across target markets. We need a compelling story about Cardano and its vision for the future of Web3.*

*While the goal is to distinguish Cardano in an increasingly competitive landscape, the long-term goal is to cement Cardano as the definitive blockchain force globally. **Finding an authentic, ownable position in the market will be crucial in these stages.** This narrative will be the cornerstone of our discussions with media, developers, regulators, and partners.*

NARRATIVE DEVELOPMENT

Through interviews with you and your leaders, landscape mapping and our industry expertise, we will identify the white space and articulate your vision, creating a compelling narrative that speaks to your various stakeholders.

STRESS TESTS & EXECUTIVE TRAINING

Intensive preparation process designed to help individuals excel in high-stakes presentations, interviews, or examinations.

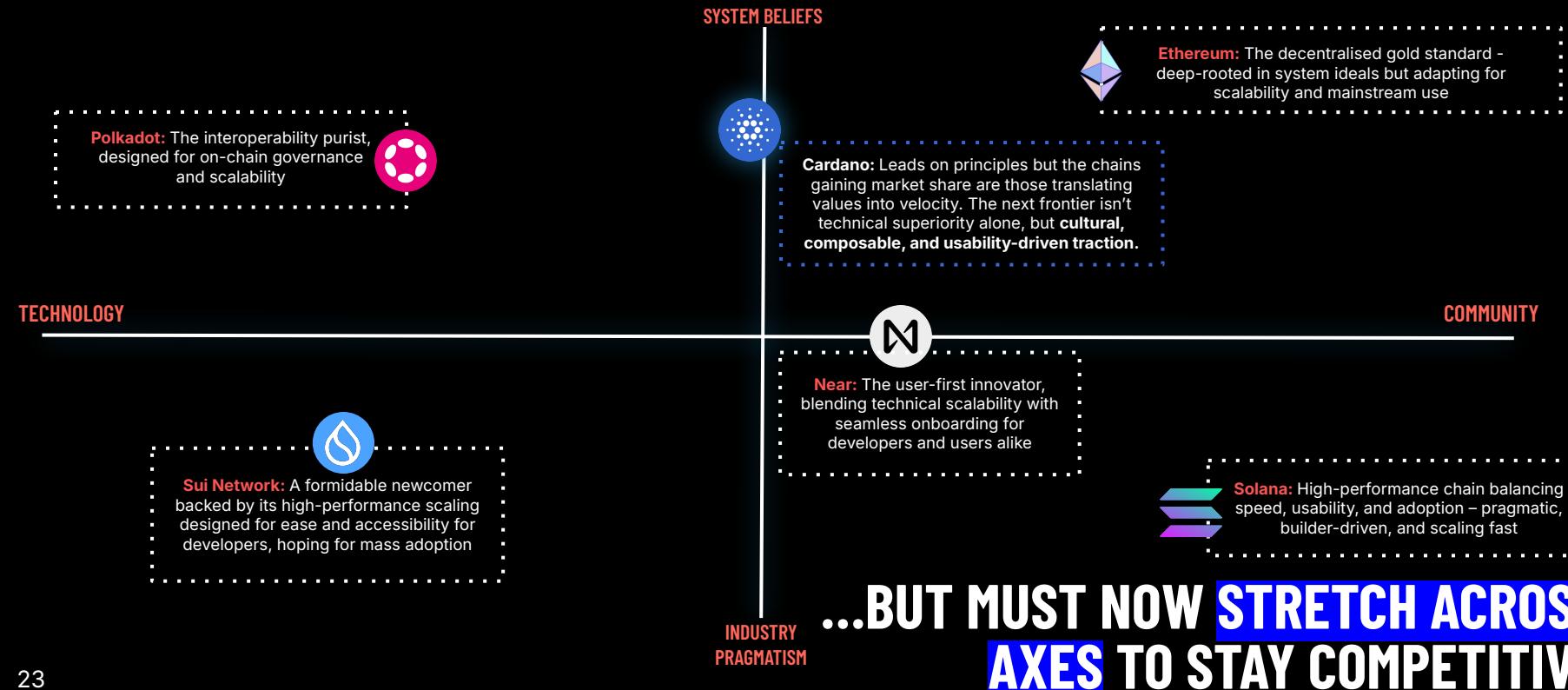
MESSAGE HARMONIZATION

Developing cheat sheets to align Cardano's strategic industry positioning, and enable everyone in the business to confidently talk about Cardano globally.

NARRATIVE ROLL-OUT

Delivering compelling and engaging messaging that engage Cardano's core audiences through both owned and earned channels (e.g. socials, blog posts, media, industry event speaking opportunity)

CARDANO OWNS THE TRUST-CENTRIC, RESEARCH-FIRST QUADRANT...

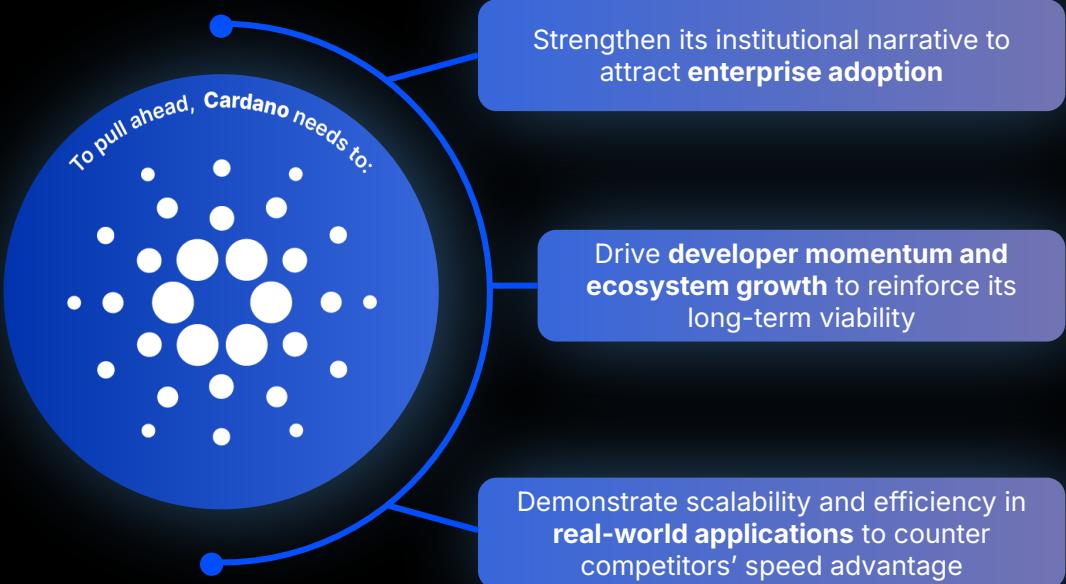


TRANSLATING CARDANO'S PRINCIPLES INTO INDUSTRY LEADERSHIP

Cardano's governance-led model is built for long-term trust but **trust alone is not enough**.

As the industry accelerates towards composability, scale and institutional alignment, Cardano must shift from proving principles to proving performance.

The opportunity lies in **translating its research-backed foundation into outcomes that the industry values now**.



BUILDING THE FUTURE, BLOCK BY BLOCK



HOW DO WE GET THERE | OUR STRATEGY

COMMUNICATIONS CAMPAIGN MANIFESTO

The world is transitioning into a new digital economy, one that demands scalability, security, and decentralisation without compromise. **Cardano is not just another blockchain; it is a movement to build a future that is structured, sustainable, and designed for the long-run.**

While others chase speed and hype, **Cardano builds with intention.** We believe that the future of blockchain is not defined by speculation but by real-world applications, institutional trust, and enterprise-grade adoption.

HOW DO WE GET THERE | OUR STRATEGY

COMMUNICATIONS CAMPAIGN MANIFESTO

This is more than technology – this is a commitment to innovation, governance, and the empowerment of developers, enterprises, and institutions.

While others build fast, we build to last.

**We're building the future,
Block by block.**

HOW DO WE GET THERE?

From strategy to execution, Wachsman translates narrative into impact.

We architect a comprehensive communications strategy that sharpens your positioning, rolls out messaging with precision, and builds resilience through future-proof training.

Through **high-impact media engagements, thought leadership campaigns, and a centralized global press office**, we ensure your executives lead the conversation, not follow it.

Our deep industry intelligence and proactive media strategy keep you ahead of market shifts, while our **crisis preparedness and executive training** ensure you remain in control when stakes are high.

STRATEGIC COMMUNICATIONS ELEMENTS

STRATEGIC COMMUNICATIONS ROADMAP

Aligning business priorities with media strategy for long-term positioning

NARRATIVE ROLL-OUT & MARKET ENGAGEMENT

Deploying high-value storytelling across key channels, supported by Wachsman's expertise to develop specialist content

EXECUTIVES' MEDIA & ISSUES PREPAREDNESS

Preparing leadership for high-stakes interviews and industry-defining moments

GLOBAL PRESS OFFICE

Leveraging Wachsman's reach to coordinate, high-touch media engagements with local and global reach

CENTRALIZED GLOBAL EVENTS STRATEGY

Elevating Cardano's presence through targeted speaker placements and signature industry activations

HOW DO WE SHOW WE'RE GETTING THERE?

METRICS

01 MARKET SENTIMENT AND PERCEPTION

Has market sentiment and perception changed?

How?

- Half-yearly auditing and post-announcement media perception reporting to track shifts in sentiment.

02 COMPETITIVE INDUSTRY POSITIONING

Did you increase the leadership gap between you and your competitors in the market?

How?

- Analysis of issues, services, and themes.
- Share of voice on pre-identified themes.

03 NARRATIVE ANALYTICS

Are components of your message cutting through?

How?

- AI-based narrative and linguistic analysis.
- Thematic analysis of top themes dominating messaging on purpose and vision.

A photograph showing three people in an office environment. A man in a green shirt and a woman in a pink sweater are looking at a laptop together. Another person's arm is visible, pointing towards the screen. They are seated around a dark wooden table with coffee cups and papers on it. The background shows office windows and other office elements.

YOUR TEAM

WAYS OF WORKING WITH WACHSMAN

AN EXTENSION OF YOUR IN-HOUSE TEAM

DIRECTOR

Strategic oversight, crisis comms,
high-level media relations

SENIOR CONSULTANT

Campaign execution lead,
project management

Media relations, content creation,
account management

GLOBAL
ACCOUNT TEAM

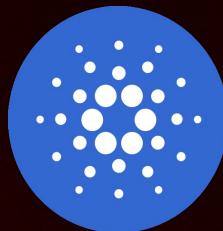
Weekly calls

Monthly activity reporting +
analytics

Bi-annual strategic reviews

OUR PORTFOLIO

SO WHY WACHSMAN?



WACHS
MAN

WANTS...

1. A partner that understands the evolving Web3 landscape, to ensure that Cardano leads conversations that matter
2. PR and communications expertise to navigate critical moments and sharpen your competitive industry positioning
3. Big-picture communications strategy with fast, high-impact execution that moves the needle

GUARANTEES...

1. Embedded understanding of global Web3 + digital asset services, AND the agenda-setters who cover it.
2. Seasoned PR pros with the gravitas + tools to counsel senior execs when the stakes are highest.
3. Big agency reach, small agency responsiveness + proactive hustle culture that gets the job done.

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THANK YOU

partnerships@wachsman.com

